

MANUEL ORTIZ

Web Development, Design & Shopify Operations

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View my live portfolio: aether-inn.com/pages/portfolio →

Summary

Web developer and designer who has built and operated a live Shopify storefront end-to-end — custom theme development, an in-house JavaScript tool suite used by real customers, third-party integrations (Stripe billing, Google OAuth, affiliate networks), and full product catalog and merchandising operations — combined with operations leadership experience managing teams of up to 150 people at Amazon (through July 2026). Comfortable owning a website or storefront from design through backend integration to daily operations.

Core Skills

Shopify Liquid & Theme Development · Ecommerce Operations & Merchandising · JavaScript · HTML/CSS · Website & Landing Page Design · Third-Party Integrations (Stripe, OAuth, Affiliate Networks) · Product Photography & Content · Team Leadership & Process Improvement

Experience

Aether Inn — Founder & Web Developer (Independent)

2024 – Present

- Designed and built a full custom Shopify theme from scratch, including a sealed-product catalog, animated brand hero, and a gold-on-void visual system.
- Built and shipped a proprietary in-browser MTG deck-building tool (Deck Sim) used by real customers — custom JavaScript engine, live third-party pricing integration, and card database.
- Integrated per-product affiliate checkout (Amazon, Card Kingdom, eBay) across the full sealed-product catalog.
- Built and operate a subscription SaaS product (C Sort) with live Stripe billing, Google OAuth, and a Cloudflare Worker backend.
- Manage full product catalog, merchandising, content, and day-to-day storefront operations.

Amazon — Area Manager

April 2025 – July 2026

- Led daily operations for teams of up to 150 employees across safety, staffing, productivity, quality, and customer delivery performance.
- Directed labor planning and cross-functional execution across multiple shifts; analyzed KPIs to drive process improvements.

Amazon — UTR / OTR Process Assistant

September 2023 – April 2025

- Supervised teams of 40–100 employees; coordinated staffing, training, and workflow in a high-volume logistics environment.

Step Up Productions — Floor Manager

January 2020 – September 2023

- Managed front- and back-of-house operations, technical direction, and live-stream production for a high-volume entertainment venue.

Education

Hudson Valley Community College — Coursework in Public Speaking and Art History

Additional Skills

Python · Photoshop · 3ds Max · Excel · Data Analytics · Public Speaking · Game Development (Unity / Unreal Engine)

Freelance & Gig Availability

Available for solo or small-team freelance game-development projects: a complete, original TCG card-simulator game in about 2 weeks, or a full open-world sandbox template in about a month. Open to gig and contract work.